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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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25227 7590 06/23/2008 MORRISON & FOERSTER LLP 1650 TYSONS BOULEVARD SUITE 400 MCLEAN, VA 22102				
EXAMINER				
DWTVEDI, MAHESH H				
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/665,396

**Applicant(s)**

KATAOKA ET AL.

**Examiner**

MAHESH H. DWIVEDI

**Art Unit**

2168

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 28 May 2008.  
2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.  
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-11 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.  
6) ☒ Claim(s) 1-11 is/are rejected.  
7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.  
8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.  
10) ☒ The drawing(s) filed on 22 November 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☒ Some \* c) ☐ None of:  
1. ☒ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)  
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3) ☐ Information Disclosure Statement(s) (PTO-8508)  
Paper No(s)/Mail Date \_\_\_\_\_

- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_  
5) ☐ Notice of Informal Patent Application  
6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Remarks*

1. Receipt of Applicant's Amendment, filed on 05/28/2008, is acknowledged. The amendment includes the amending of claims 1, 4, and 8.

### *Priority*

2. Receipt is acknowledged of papers submitted under 35 U.S.C. 119(a)-(d), which papers have been placed of record in the file.

### *Claim Rejections - 35 USC § 103*

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).
5. Claims 1-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Bezos et al.** (European Patent Application EP 0 927 945, published on 07 July 1999) in view of **Lindquist** (U.S. Patent 6,931,419) and further in view of **Sash** (U.S. PGPUB 2005/0075925).
6. Regarding claim 1, **Bezos** teaches a system comprising:  
A) an address data storing unit which stores destination address data of candidates for a recipient of merchandise and candidates for a payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10);

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- D) an identification data receiving unit which receives the identification data of the orders from at least one orderer's terminal (Paragraphs 15, 17, 28-30, Figures 9A-9B, 10);
- E) an address data extracting unit which extracts the destination address data from said address data storing unit (Paragraphs 28-30, Figures 9A-9B, 10); and
- F) an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19); (Paragraphs 15, 17, and 28, Figures 9A-9B, 10); and
- G) based on a characteristic parameter of said orderer's terminal (Paragraphs 15, 17, and 28, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches “**an address data storing unit which stores destination address data of candidates for a recipient of merchandise and candidates for a payer of merchandise**” as “To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the

server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"an identification data receiving unit which receives the identification data of the orders from at least one orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In

step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17). The examiner further notes that **Bezos** teaches **"an address data extracting unit which extracts the destination address data from said address data storing unit"** as "When the system is requested to give an item to each recipient associated with a group, the system uses the information stored for each recipient to identify information need to effect the delivery of the gift" (Paragraph 28, lines 26-30). The examiner further notes that **Bezos** teaches **"an address data output processing unit which outputs the destination address data extracted by said address data extracting unit to respective one of said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the

client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57). The examiner further notes that **Bezos** teaches **"based on a characteristic parameter of said orderer's terminal"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will

assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41).

**Bezos** does not explicitly teach:

B) for each orderers' group;

C) wherein the destination address data is categorized based on orderers' groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers;

G) wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderers' group to which an orderer who has input a order for merchandise belongs; and

H) said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderers' group specified by said first specification processing unit.

**Lindquist**, however, teaches "for each orderers' group" as "FIG. 7 illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3,



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notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community identified in the address book to the data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"wherein the destination address data is categorized based on orderers' groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers"** as "FIG. 7 illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3, notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community identified in the address book to the

data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"wherein said identification data receiving unit comprises a first specification processing unit which specifies an orderers' group to which an orderer who has input a order for merchandise belongs"** as "At step 501, a user logs into the selected Internet Web site, such as Hallmark.com, which provides the user with access to the community membership data management system 101. At step 502, the Web site Hallmark.com connects the user to the community membership data management system 101 to execute a subscriber login script which provides the user with a set of screens on the user's terminal device T1 to thereby enable the user to login by providing subscriber identification and account information, in well known fashion. The community membership data management system 101 as part of the login process confirms the identity of the user by comparing the user supplied data with data entries stored in Database A and Database H to confirm the user's identity and authority to access their address book entries stored in Database G. Once the user's identity has been validated, the community membership data management system 101 retrieves the relevant user data at step 503 from Databases B, D, F, & G. The content of the retrieved data is typically directed by the screen entries provided by the user to indicate the function that the user wishes to execute. Thus, the user in the present example would indicate that the user plans to purchase a gift for a member of a selected community, such as

"Family Members--Johannsen462 Family" which identifies a community of related individuals having the family name "Johannsen" and the distinguishing identifier 462 to differentiate this community from other Johannsen families. The user also indicates that the user plans to use the gift suggestion capability of the community membership data management system 101. The community membership data management system 101 at step 504, confirms the user as a member of the selected community "Family Members--Johannsen462 Family" as indicated by an entry in Database D to thereby enable the user to access the community data for this community" (Paragraph 26), and **"said address data extracting unit comprises a second specification processing unit which specifies destination address data to be extracted based on the identification data received by said identification data receiving unit and the orderers' group specified by said first specification processing unit"** as "The community membership data management system 101 functions as the central repository of community definition data as well as the data relating to each member of every community. Thus, the members have associated therewith a set of data representative of the member's personal attributes, such as: name, mailing address, date of birth, E-Mail address, telephone number, fax number, clothing sizes, gift preferences, and the like" (Paragraph 11) and "Another variation of gift ordering for the members of a community can be where a plurality of gifts are ordered by the user for a plurality of members of the community, with the mailing of the gifts being triggered by a designated date, such as the recipient's birthday. This can involve the community of "Social Group Associates" for example. The implementation of such a process is a variation of the basic process illustrated in flow diagram form in FIGS. 5A, 5B. The processing of this transaction proceeds as shown in FIGS. 5A, 5B, with the shopping expert SE at step 504 branching into the subroutine where the user specifies a plurality of recipients, in the present example being all of the members of a selected community. The shopping expert SE is directed by the user to send a social expression card and personalized T-shirt to each recipient to arrive at the recipient's residence by their birthday. The community membership data management system 101 proceeds through the steps of 505-508 where, for each recipient, the birth date is retrieved from Database

F, shirt size and color preference is retrieved from Database F, the mailing address of the recipient is retrieved from Database G" (Paragraph 31).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Lindquist's** would have allowed **Bezoz's** to provide a method that allows for a community membership data management system which automates the data collection and maintenance tasks for computerized calendar and address book systems, as noted by **Lindquist** (Paragraph 10).

**Bezoz** and **Lindquist** do not explicitly teach:

B) the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate.

**Sash**, however, teaches "the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate" as "Another way to improve the accuracy of data is to give the users more incentive to maintain it by allowing it to be utilized in as many places as possible. For that reason, the address module has a function that allows the address book information to be utilized by any website or software program ("address client"). An example of this is detailed in FIGS. 25a-25c. In this example, Mike Smith is purchasing a gift for someone he knows from Merchant.com. First, Mike has to enter a shipping address for this person, which he does by clicking on the "Choose address from addressHawk.com" button. At that point he is transported to the addressHawk.com's website "Sign In" where he enters his member ID and password. At that point, Mike is able to choose the address from the "Choose Address" screen, and when he presses the "Return address to addressHawk.com" button, he is returned back to the merchant.com website ("Enter shipping address") where the shipping address has been automatically filled in. Mike progresses to the next screen, where he can enter in people's names, email, and phone numbers for the purpose of having everyone participate in a gift. As shown in FIG. 25c, the vendors systems accepts data regarding all gift participants. The vendor may then bill each of them a pro-rata amount, the amount default to bill each participant equally, but being configurable. Next, Mike clicks the "Choose participants from

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addressHawk.com" button and is transported back into the next screen ("Choose Address") in addressHawk.com. This time Mike did not have to sign in because addressHawk.com saved a browser cookie with a member ID and password from the last time he signed in. This time the "Choose Address" screen allows multiple contacts to be selected. FIG. 26 describes what is happening behind the screens. Not shown is that the address book may be fully customized to suit the needs of the client. In the proceeding example, because it was important that Mike selected a contact with an email address or phone number, the address book was configured to display the phone number and email address as well as restricting Mike from choosing contacts that did not have the requisite information. All information in the address book database can be used to filter, display, and restrict the contacts to fit the end-purpose that the information is needed for. A custom screen can be built to meet the needs of any client. The custom screen is deployed in the addressHawk.com website. The benefit of a custom screen is that the client can have full control of the presentation of the information for their customers without giving the client the information in the actual address book. The client can also customize the address book on the fly by passing parameters on the address book hyperlink. Also, although the example used is a website, a person skilled in the art will realize that a software based package will work in a similar fashion" (Paragraph 102).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Sash's** would have allowed **Bezos's** and **Lindquists's** to provide a method that allows multiple users to collaborate on gifts, as noted by **Sash** (Paragraphs 2 and 7).

Regarding claim 2, **Bezos** further teaches a system comprising:

- A) a change request receiving unit which receives identification data of the orderer (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- B) a request for changing the destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10);

C) a change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit (Paragraphs 25 and 28, Figures 8A-8C, 10);  
D) wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and  
E) said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored corresponding to the orderer in said address data storing unit, when said change request receiving unit receives said second request (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches “**a change request receiving unit which receives identification data of the orderer**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**a request for changing the destination address data**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19), “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26), and “Alternatively, a single address book for a user containing the information for all possible

recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "a **change processing unit which changes the destination address data in said address data storing unit, in response to the request received from said change requesting receiving unit**" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**wherein: the request received from said change request receiving unit comprises a first request for inserting destination address data and a second request for deleting destination address data**" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the

information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"said change processing unit inserts new destination address data corresponding to the identification of the orderer to the destination address data stored in said address data storing unit, when said change request receives said first request and deletes a part of or the whole destination address data stored corresponding to the orderer in said address data storing unit, when said change request receiving unit receives said second request"** as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 3, **Bezos** further teaches a system comprising:

A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and



- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10);
- C) said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- D) said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches **"wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise"** as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"payer data that shows at least one payer of merchandise"** as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer

using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that **Bezos** teaches "**said address data extracting unit comprises a read processing unit which reads the recipient data and the payer data from said address data storing unit, in accordance with the identification data of the orderer received by said identification data receiving unit**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to

indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**said address data output unit sends the recipient data and the payer data read by said read processing unit, to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination.

That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 4, **Bezos** teaches a method comprising:

- A) storing destination address data of candidates for a recipient of merchandise and candidates for a payer of merchandise (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- D) based on a characteristic parameter of an orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- E) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- G) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**storing destination address data of candidates for a recipient of merchandise and candidates for a payer of**

**merchandise**” as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer’s assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table” (Paragraph 17) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**based on a characteristic parameter of an orderer’s terminal**” as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering

enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos teaches "receiving identification data of the orderer from said orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable

single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**providing the destination address data read from said storing unit to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a

flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

**Bezoz** does not explicitly teach:

- B) categorized based on orderers' groups to which each a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit;
- C) for each orderers' group;
- D) specifying an orderers' group to which an orderer who has input an order for merchandise belongs;
- F) reading destination address data, corresponding to the received identification data and the specified orderers' group, from said storing unit.

**Lindquist**, however, teaches "categorized based on orderers' groups to which each a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit" as "FIG. 7



illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3, notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community identified in the address book to the data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"for each orderers' group"** as "FIG. 7 illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The

user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3, notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community identified in the address book to the data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"specifying an orderers' group to which an orderer who has input an order for merchandise belongs"** as "At step 501, a user logs into the selected Internet Web site, such as Hallmark.com, which provides the user with access to the community membership data management system 101. At step 502, the Web site Hallmark.com connects the user to the community membership data management system 101 to execute a subscriber login script which provides the user with a set of screens on the user's terminal device T1 to thereby enable the user to login by providing subscriber identification and account information, in well known fashion. The community membership data management system 101 as part of the login process confirms the identity of the user by comparing the user supplied data with data entries stored in

Database A and Database H to confirm the user's identity and authority to access their address book entries stored in Database G. Once the user's identity has been validated, the community membership data management system 101 retrieves the relevant user data at step 503 from Databases B, D, F, & G. The content of the retrieved data is typically directed by the screen entries provided by the user to indicate the function that the user wishes to execute. Thus, the user in the present example would indicate that the user plans to purchase a gift for a member of a selected community, such as "Family Members--Johannsen462 Family" which identifies a community of related individuals having the family name "Johannsen" and the distinguishing identifier 462 to differentiate this community from other Johannsen families. The user also indicates that the user plans to use the gift suggestion capability of the community membership data management system 101. The community membership data management system 101 at step 504, confirms the user as a member of the selected community "Family Members--Johannsen462 Family" as indicated by an entry in Database D to thereby enable the user to access the community data for this community" (Paragraph 26), and **"reading destination address data, corresponding to the received identification data and the specified orderers' group, from said storing unit"** as "The community membership data management system 101 functions as the central repository of community definition data as well as the data relating to each member of every community. Thus, the members have associated therewith a set of data representative of the member's personal attributes, such as: name, mailing address, date of birth, E-Mail address, telephone number, fax number, clothing sizes, gift preferences, and the like" (Paragraph 11) and "Another variation of gift ordering for the members of a community can be where a plurality of gifts are ordered by the user for a plurality of members of the community, with the mailing of the gifts being triggered by a designated date, such as the recipient's birthday. This can involve the community of "Social Group Associates" for example. The implementation of such a process is a variation of the basic process illustrated in flow diagram form in FIGS. 5A, 5B. The processing of this transaction proceeds as shown in FIGS. 5A, 5B, with the shopping expert SE at step 504 branching into the subroutine where the user specifies a plurality of recipients, in

the present example being all of the members of a selected community. The shopping expert SE is directed by the user to send a social expression card and personalized T-shirt to each recipient to arrive at the recipient's residence by their birthday. The community membership data management system 101 proceeds through the steps of 505-508 where, for each recipient, the birth date is retrieved from Database F, shirt size and color preference is retrieved from Database F, the mailing address of the recipient is retrieved from Database G" (Paragraph 31).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Lindquist's** would have allowed **Bezos's** to provide a method that allows for a community membership data management system which automates the data collection and maintenance tasks for computerized calendar and address book systems, as noted by **Lindquist** (Paragraph 10).

**Bezos** and **Lindquist** do not explicitly teach:

C) the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate.

**Sash**, however, teaches "**the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate**" as "Another way to improve the accuracy of data is to give the users more incentive to maintain it by allowing it to be utilized in as many places as possible. For that reason, the address module has a function that allows the address book information to be utilized by any website or software program ("address client"). An example of this is detailed in FIGS. 25a-25c. In this example, Mike Smith is purchasing a gift for someone he knows from Merchant.com. First, Mike has to enter a shipping address for this person, which he does by clicking on the "Choose address from addressHawk.com" button. At that point he is transported to the addressHawk.com's website "Sign In" where he enters his member ID and password. At that point, Mike is able to choose the address from the "Choose Address" screen, and when he presses the "Return address to addressHawk.com" button, he is returned back to the merchant.com website ("Enter shipping address") where the shipping address has been automatically filled in. Mike

progresses to the next screen, where he can enter in people's names, email, and phone numbers for the purpose of having everyone participate in a gift. As shown in FIG. 25c, the vendors systems accepts data regarding all gift participants. The vendor may then bill each of them a pro-rata amount, the amount default to bill each participant equally, but being configurable. Next, Mike clicks the "Choose participants from addressHawk.com" button and is transported back into the next screen ("Choose Address") in addressHawk.com. This time Mike did not have to sign in because addressHawk.com saved a browser cookie with a member ID and password from the last time he signed in. This time the "Choose Address" screen allows multiple contacts to be selected. FIG. 26 describes what is happening behind the screens. Not shown is that the address book may be fully customized to suit the needs of the client. In the proceeding example, because it was important that Mike selected a contact with an email address or phone number, the address book was configured to display the phone number and email address as well as restricting Mike from choosing contacts that did not have the requisite information. All information in the address book database can be used to filter, display, and restrict the contacts to fit the end-purpose that the information is needed for. A custom screen can be built to meet the needs of any client. The custom screen is deployed in the addressHawk.com website. The benefit of a custom screen is that the client can have full control of the presentation of the information for their customers without giving the client the information in the actual address book. The client can also customize the address book on the fly by passing parameters on the address book hyperlink. Also, although the example used is a website, a person skilled in the art will realize that a software based package will work in a similar fashion" (Paragraph 102).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Sash's** would have allowed **Bezos's** and **Lindquists's** to provide a method that allows multiple users to collaborate on gifts, as noted by **Sash** (Paragraphs 2 and 7).

Regarding claim 5, **Bezos** further teaches a method comprising:

- A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);
- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and
- C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches “**receiving a request for changing the identification data of the user, and the address data, from said user terminal**” as “When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field” (Paragraph 25 lines 16-19) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches “**inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data**” as “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26) and “Alternatively, a single address book for a user containing the information for all possible recipients can be

maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data**" as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44).

Regarding claim 6, **Bezos** further teaches a method comprising:

- A) wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezos** teaches "**wherein the destination address stored in said storing unit comprises recipient data that shows at least one recipient of merchandise**" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at

the delivery address" (Paragraph 27 lines 58, 1-4), "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13), "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**payer data that shows at least one payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client



identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 7, **Bezos** further teaches a method comprising:

- A) reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) the read recipient data and the payer data are sent to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**reading the recipient data and the payer data stored in said storing unit are read, in accordance with the identification data of the orderer received from said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the

customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezoz** teaches "**the read recipient data and the payer data are sent to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4),

"Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

Regarding claim 8, **Bezoz** teaches a computer readable recording medium comprising:

- A) storing destination address data of candidates for a recipient of merchandise and candidates for a payer of merchandise;
- D) based on a characteristic parameter of an orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- E) receiving identification data of the orderer from said orderer's terminal (Paragraphs 15, 17, 25, and 28, Figures 9A-9B, 10);
- G) providing the destination address data read from said storing unit to said orderer's terminal (Paragraphs 17, 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezoz** teaches "**storing destination address data of candidates for a recipient of merchandise and candidates for a payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable

single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**based on a characteristic parameter of an orderer's terminal**" as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that

single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos teaches "receiving identification data of the orderer from said orderer's terminal"** as To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server

system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches "**providing the destination address data read from said storing unit to said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships

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the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

**Bezos** does not explicitly teach:

- B) categorized based on orderers' groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit;
- C) for each orderers' group;
- D) specifying an orderers' group to which an orderer who has input an order for merchandise belongs; and
- F) reading destination address data, corresponding to the received identification data and the specified orderers' group, from said storing unit.

**Lindquist**, however, teaches "**categorized based on orderers' groups to which each of a plurality of orderers for merchandise belongs, and identification data unique to each of the plurality of orderers, in a storing unit**" as "FIG. 7 illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by

the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3, notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community identified in the address book to the data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"for each orderers' group"** as "FIG. 7 illustrates a typical address book structure that can be used in a user's computerized calendar and address book system to enable the user to organize the data stored therein. The address book contains basic address and community membership information, including: name, address, telephone number, E-Mail address, community membership, as well as data Access Level authorization. The user's address book can also include a significant amount of personal data relating to the interests of the user. These various data elements are divided into a plurality of data fields, listed below the address book entries. Associated with each data field is an Access Level assigned by the user to indicate the level of sensitivity or logical grouping of the associated data. Thus, basic user address information is grouped into Access Level 1, while business information and clothing sizes are grouped into Access Level 2. The next level, Access Level 3, notes personal preferences, habits, hobbies and the like. Therefore, the user can assign permissions to each individual and/or community



identified in the address book to the data stored in the data fields by assigned Access Level. Thus, all members of the "Work" Community have access to only Access Level 2 data relating to business information and clothing sizes. On the other hand, the "Church" Community has access to both the Access Level 1 and Access Level 2 data comprising basic user address information, data relating to business information and clothing sizes. Similarly, the members of the "Golf League" Community have access to basic user address information as well as personal preferences, habits, hobbies and the like. As an example of the granularity of selection available using this structure, the Access Levels provide a mechanism to block access to certain user data to entire communities or even to selected members of a community. Thus, the members of the community "Family" have access to Access Levels 1, 2, & 3, except for Mon & Dad Doe, who are blocked from accessing the data noted as being included in Access Level 3" (Paragraph 13), **"specifying an orderers' group to which an orderer who has input an order for merchandise belongs"** as "At step 501, a user logs into the selected Internet Web site, such as Hallmark.com, which provides the user with access to the community membership data management system 101. At step 502, the Web site Hallmark.com connects the user to the community membership data management system 101 to execute a subscriber login script which provides the user with a set of screens on the user's terminal device T1 to thereby enable the user to login by providing subscriber identification and account information, in well known fashion. The community membership data management system 101 as part of the login process confirms the identity of the user by comparing the user supplied data with data entries stored in Database A and Database H to confirm the user's identity and authority to access their address book entries stored in Database G. Once the user's identity has been validated, the community membership data management system 101 retrieves the relevant user data at step 503 from Databases B, D, F, & G. The content of the retrieved data is typically directed by the screen entries provided by the user to indicate the function that the user wishes to execute. Thus, the user in the present example would indicate that the user plans to purchase a gift for a member of a selected community, such as "Family Members--Johannsen462 Family" which identifies a community of related

individuals having the family name "Johannsen" and the distinguishing identifier 462 to differentiate this community from other Johannsen families. The user also indicates that the user plans to use the gift suggestion capability of the community membership data management system 101. The community membership data management system 101 at step 504, confirms the user as a member of the selected community "Family Members--Johannsen462 Family" as indicated by an entry in Database D to thereby enable the user to access the community data for this community" (Paragraph 26), and **"reading destination address data, corresponding to the received identification data and the specified orderers' group, from said storing unit"** as "The community membership data management system 101 functions as the central repository of community definition data as well as the data relating to each member of every community. Thus, the members have associated therewith a set of data representative of the member's personal attributes, such as: name, mailing address, date of birth, E-Mail address, telephone number, fax number, clothing sizes, gift preferences, and the like" (Paragraph 11) and "Another variation of gift ordering for the members of a community can be where a plurality of gifts are ordered by the user for a plurality of members of the community, with the mailing of the gifts being triggered by a designated date, such as the recipient's birthday. This can involve the community of "Social Group Associates" for example. The implementation of such a process is a variation of the basic process illustrated in flow diagram form in FIGS. 5A, 5B. The processing of this transaction proceeds as shown in FIGS. 5A, 5B, with the shopping expert SE at step 504 branching into the subroutine where the user specifies a plurality of recipients, in the present example being all of the members of a selected community. The shopping expert SE is directed by the user to send a social expression card and personalized T-shirt to each recipient to arrive at the recipient's residence by their birthday. The community membership data management system 101 proceeds through the steps of 505-508 where, for each recipient, the birth date is retrieved from Database F, shirt size and color preference is retrieved from Database F, the mailing address of the recipient is retrieved from Database G" (Paragraph 31).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Lindquist's** would have allowed **Bezos's** to provide a method that allows for a community membership data management system which automates the data collection and maintenance tasks for computerized calendar and address book systems, as noted by **Lindquist** (Paragraph 10).

**Bezos** and **Lindquist** do not explicitly teach:

C) the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate.

**Sash**, however, teaches **"the destination address data comprises a plurality of selectable pairings of a recipient candidate and a payer candidate"** as "Another way to improve the accuracy of data is to give the users more incentive to maintain it by allowing it to be utilized in as many places as possible. For that reason, the address module has a function that allows the address book information to be utilized by any website or software program ("address client"). An example of this is detailed in FIGS. 25a-25c. In this example, Mike Smith is purchasing a gift for someone he knows from Merchant.com. First, Mike has to enter a shipping address for this person, which he does by clicking on the "Choose address from addressHawk.com" button. At that point he is transported to the addressHawk.com's website "Sign In" where he enters his member ID and password. At that point, Mike is able to choose the address from the "Choose Address" screen, and when he presses the "Return address to addressHawk.com" button, he is returned back to the merchant.com website ("Enter shipping address") where the shipping address has been automatically filled in. Mike progresses to the next screen, where he can enter in people's names, email, and phone numbers for the purpose of having everyone participate in a gift. As shown in FIG. 25c, the vendors systems accepts data regarding all gift participants. The vendor may then bill each of them a pro-rata amount, the amount default to bill each participant equally, but being configurable. Next, Mike clicks the "Choose participants from addressHawk.com" button and is transported back into the next screen ("Choose Address") in addressHawk.com. This time Mike did not have to sign in because

addressHawk.com saved a browser cookie with a member ID and password from the last time he signed in. This time the "Choose Address" screen allows multiple contacts to be selected. FIG. 26 describes what is happening behind the screens. Not shown is that the address book may be fully customized to suit the needs of the client. In the proceeding example, because it was important that Mike selected a contact with an email address or phone number, the address book was configured to display the phone number and email address as well as restricting Mike from choosing contacts that did not have the requisite information. All information in the address book database can be used to filter, display, and restrict the contacts to fit the end-purpose that the information is needed for. A custom screen can be built to meet the needs of any client. The custom screen is deployed in the addressHawk.com website. The benefit of a custom screen is that the client can have full control of the presentation of the information for their customers without giving the client the information in the actual address book. The client can also customize the address book on the fly by passing parameters on the address book hyperlink. Also, although the example used is a website, a person skilled in the art will realize that a software based package will work in a similar fashion" (Paragraph 102).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Sash's** would have allowed **Bezos's** and **Lindquists's** to provide a method that allows multiple users to collaborate on gifts, as noted by **Sash** (Paragraphs 2 and 7).

Regarding claim 9, **Bezos** further teaches a computer readable recording medium comprising:

- A) receiving a request for changing the identification data of the orderer, and the destination address data, from said orderer's terminal (Paragraphs 25 and 28, Figures 8A-8C, 10);
- B) inserting new destination address data, corresponding to the identification data of the orderer, to the destination address data stored in said storing unit, when the request

received from said orderer's terminal is a first request for inserting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10); and

C) deleting a part of or the whole destination address data stored corresponding to the orderer in said storing unit, when the request received from said orderer's terminal is a second request for deleting destination address data (Paragraphs 25 and 28, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches **"receiving a request for changing the identification data of the user, and the address data, from said user terminal"** as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines 35-44). The examiner further notes that **Bezos** teaches **"inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data"** as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26) and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item" (Paragraph 28, lines

35-44). The examiner further notes that **Bezoz** teaches “**deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data**” as “Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients” (Paragraph 28, lines 15-26) and “Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common. In addition, a user can at any time provide additional information about a recipient to facilitate the retrieval of sufficient information to effect the delivery of an item” (Paragraph 28, lines 35-44).

Regarding claim 10, **Bezoz** further teaches a computer readable recording medium comprising:

- A) wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and
- B) payer data that shows at least one payer of merchandise (Paragraphs 17, 27-30, Figures 9A-9B, 10).

The examiner notes that **Bezoz** teaches “**wherein the destination address stored in said data storing unit comprises recipient data that shows at least one recipient of a merchandise**” as “The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address” (Paragraph 27 lines 58, 1-4), “To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b” (Paragraph 28, lines 9-13), “Figure 10 illustrates a grid for creation of a group and the entry of

identifying information for recipients with the group (i.e. members)...the user may enter only the email address for some users, while entering the name, email address, and delivery address of other recipients" (Paragraph 28, lines 15-26), and "Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches "**payer data that shows at least one payer of merchandise**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17) and "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 11, **Bezos** further teaches a computer readable recording medium comprising:

- A) reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal (Paragraphs 17, 27-30, Figures 9A-9B, 10); and
- B) sending the recipient data and the payer data read from said storing unit, to said orderer's terminal (Paragraphs 27-30, 35, and 40 Figures 9A-9B, 10, and 19).

The examiner notes that **Bezos** teaches "**reading the recipient data and the payer data from said storing unit, in accordance with the identification data of the orderer received from said orderer's terminal**" as "To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table" (Paragraph 17), "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4), and



"Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41). The examiner further notes that **Bezos** teaches **"sending the recipient data and the payer data read from said storing unit, to said orderer's terminal"** as **"To enable single-action ordering, a server system needs to have information about the customer that is equivalent to the purchaser-specific order information. The server system can obtain this information in various ways. First, the server system could ask the customer if they would like to have single-action ordering enabled. If so, then the server system could prompt the customer using a Web page for the purchaser-specific order information. Second, the server system could also save the purchaser-specific order information collected when an order is placed conventionally. The server system could, either automatically or with the customer's assent, enable single-action ordering. In step 301, the server system retrieves the client identifier that was sent by the client system. In step 302, the server system updates the client identifier/customer table to indicate that the generated client identifier has been associated with that customer. In step 303, the server system sets a flag indicating that single-action ordering is enabled for that client identifier and that customer combination. That flag may be stored in the client identifier/customer table. In step 304, the server system supplies a confirming Web page to the client system. The next time a purchaser attempts to order an item, the client system will supply its client identifier to the server system. If single-action ordering is enabled for that purchaser, the server system will assume that the purchaser is the customer associated with that client identifier in the client identifier/customer table"** (Paragraph 17), **"The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address"** (Paragraph 27 lines 58, 1-4), **"Alternatively, a single address book for a user containing the information for all possible recipients can be maintained. The user specifies a group by indicating some of the recipients whose addresses are in the address book. The use of address books facilitates, the**

maintaining of multiple groups that have one or more recipients in common" (Paragraph 28, lines 35-41), and "If in conventional form, the gift order may be placed in an additional state waiting for receipt of the payment. On step 1406, if the payment is approved, then the routine continues at step 1408, else the routine notifies the gift giver that the payment has been denied...In step 1410, the routine notifies the gift giver that the gift order has been accepted" (Paragraph 35, lines 45-57).

### ***Response to Arguments***

7. Applicant's arguments with respect to claims 1, 4, and 8 have been considered but are moot in view of the new ground(s) of rejection.

### ***Conclusion***

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

U.S. Patent 7,006,989 issued to **Bezos et al.** on 28 February 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2001/0049636 issued to **Hudda et al.** on 06 December 2001. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,493,742 issued to **Holland et al.** on 10 December 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,609,106 issued to **Robertson** on 19 August 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 7,013,292 issued to **Hsu** on 14 March 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2002/0111842 issued to **Miles** on 15 August 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2002/0032613 issued to **Buettgenbach et al.** on 14 March 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,618,753 issued to **Holland et al.** on 09 September 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2005/0108182 issued to **Roberts** on 19 May 2005. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 7,305,427 issued to **Kaye** on 19 May 2005. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

#### **Contact Information**

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mahesh Dwivedi whose telephone number is (571) 272-2731. The examiner can normally be reached on Monday to Friday 8:20 am – 4:40 pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo can be reached (571) 272-3642. The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Mahesh Dwivedi  
Patent Examiner  
Art Unit 2168

June 16, 2008

/Mahesh H Dwivedi/

Examiner, Art Unit 2168

/Tim T. Vo/

Supervisory Patent Examiner, Art Unit 2168